

# Victorian Government Next Dose Phase 2 | Stakeholder Pack

12/1/2021



# Introduction

Following from the 'New Year Next Dose' campaign, 'Every Third Dose Protects Everyone You Love' reinforces our most compelling reason why Victorians should get their third dose, as soon as they can: to keep ourselves and our loved ones safe from serious illness.

Victorians are encouraged to make their appointment and get the vaccine as soon as they are eligible.

# What you can do to help

You can help by:

- Sharing the materials that you can access from this stakeholder kit with your community via social media and digital platforms.
- Directing people to the Victorian Government's coronavirus website for current information and updates: [CORONAVIRUS.vic.gov.au](https://coronavirus.vic.gov.au)
- Advising anyone who is concerned to call the coronavirus hotline on 1800 675 398 (24 hours).

# Social Assets

# Social Post Static

## Post copy:

Getting your third dose of the vaccine now, won't just protect you. It will help protect your entire family. From the oldest to the youngest, getting your third dose now, means you've done everything you can to protect everyone you love from serious illness.

Find your nearest vax site and walk in, or book now.

Go to [CORONAVIRUS.vic.gov.au](https://CORONAVIRUS.vic.gov.au)

Authorised by the Victorian Government, Melbourne.



# Social Post - Localised Static

## Post copy:

Getting your third dose of the vaccine now, won't just protect you. It will help protect your entire family. From the oldest to the youngest, getting your third dose now, means you've done everything you can to protect everyone you love from serious illness.

Your nearest vax site is the Royal Exhibition Building in Carlton or West Melbourne Cohealth in West Melbourne

Go to [CORONAVIRUS.vic.gov.au](https://CORONAVIRUS.vic.gov.au)

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# Twitter

## Static

### Post copy:

Getting your third dose of the vaccine now, won't just protect you. It means you've done everything you can to protect your entire family from serious illness.

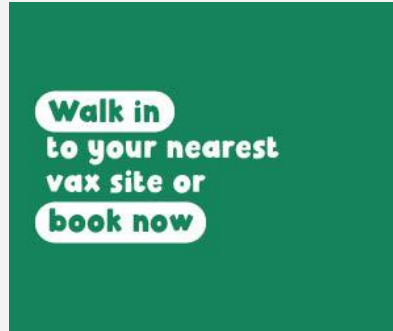
Find your nearest vax site and walk in, or book now at [CORONAVIRUS.vic.gov.au](https://CORONAVIRUS.vic.gov.au)



# Digital Assets



# Digital



**Press**

# Press

## Every **third dose** protects **everyone** you love

Getting your third dose of the vaccine now, won't just protect you. It will help protect your entire family.

From the oldest to the youngest, getting your third dose now, means you've done everything you can to protect everyone you love from serious illness.

Find your nearest vax site and walk in, or book now.

Go to [coronavirus.vic.gov.au](https://coronavirus.vic.gov.au)

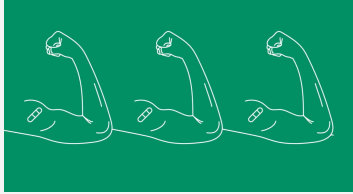


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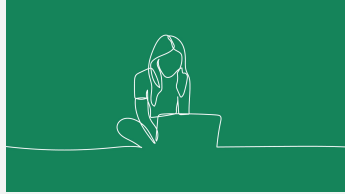


**OLV**

# TVC 30sec



"Getting your 3rd dose of the vaccine now .".



".. won't just protect you ...."



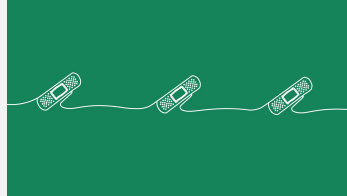
"..it will help protect your entire family."



"From the oldest...."



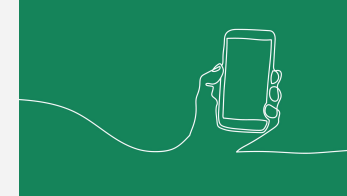
"to the youngest.."



"..getting your 3rd dose now, means you've done everything you can.."



"..to protect everyone you love from serious illness".



Find your nearest vax site and walk in, or book now".



"Your vaccination is your ticket."



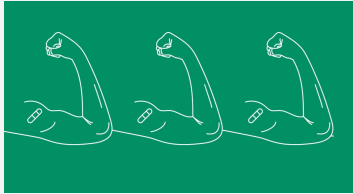
Go to [coronavirus.vic.gov.au](https://coronavirus.vic.gov.au).



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# TVC 15sec



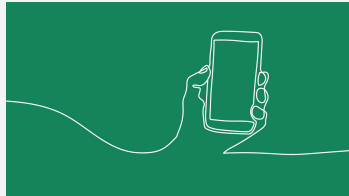
"Getting your 3rd dose of the vaccine now .."



".. won't just protect you ..."



"..it will help protect your entire family."



Find your nearest vax site and walk in, or book now".



"Your vaccination is your ticket."



Go to coronavirus.vic.gov.au.



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**Thank you**